

What is claimed is:

1. A method for identifying components having identical contents and different bit expressions, the  
5 method comprising the steps of:

assigning an identical content reference identifier (CRID) to each of the components;

assigning different instance metadata identifiers to each of the components; and

10 identifying the components by using the CRID and the instance metadata identifications.

2. The method as recited in claim 1, wherein the bit expression is any one selected from a group consisting of a  
15 coding format, a bit rate and an aspect ratio.

3. A targeting method for providing contents according to a usage environment to a user terminal, the targeting method comprising the steps of:

20 generating a package metadata according to a condition of the usage environment by using a contents reference identifier (CRID) and an instance metadata identifier as a component identifier for components having identical contents and different bit expression; and

25 encoding the package metadata and transmitting the encoded package metadata to the user terminal.

4. The targeting method as recited in claim 3, further comprising the step of fragmenting the generated  
30 package metadata to a plurality of fragmented metadata for independently transmitting, processing and updating the fragmented metadata.

5. The targeting method as recited in claim 4,  
35 further comprising the step of encapsulating the encoded

package metadata for grouping the encoded package metadata.

6. The targeting method as recited in claim 3, wherein the encoded package metadata is transmitted by 5 using a one-way broadcasting system or two-way system through an internet protocol (IP) network.

7. A targeting service providing system for providing contents according to a usage environment to a user 10 terminal, the targeting service providing system comprising:

a package metadata generating unit for generating a package metadata according to a condition of the usage environment by using an instance metadata identifier with a 15 contents reference identifier (CRID) as a component identifier for components having identical contents and different bit expressions;

an encoding unit for encoding the generated package metadata; and

20 a transmitting unit for transmitting the encoded metadata.

8. A user terminal, comprising:

a receiving unit for receiving a package metadata 25 generated according to a condition of a usage environment by using an instance metadata identifier with a contents reference identifier as a component identifier for components having identical contents and different bit expression; and

30 a decoding unit for decoding the received metadata, wherein the user terminal obtains the component by using the component identifier of the decoded metadata, and consumes the obtained component.

35 9. A component identification method for identifying

components having identical contents, identical bit expressions and different locations, the component identification method comprising the steps of:

5 assigning different instance metadata identifiers to each of the components having an identical contents reference identifier (CRID); and

listing the assigned instance metadata identifiers in a package metadata having corresponding condition of an intended targeting.

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10. A targeting method for providing contents according to a usage environment to a user terminal, the targeting method comprising the steps of:

15 generating a package metadata by listing instance metadata identifiers assigned to components having identical contents, identical bit expressions and different locations to a package metadata having corresponding conditions of a desired targeting; and

20 encoding the generated package metadata; and transmitting the encoded package metadata.

11. The targeting method as recited in claim 10, further comprising the step of fragmenting the package metadata to a plurality of fragmented metadata for 25 independently transmitting, processing and updating the fragmented package metadata.

12. The targeting method as recited in claim 11, further comprising the step of encapsulating the encoded 30 package metadata for grouping the encoded package metadata.

13. The targeting method as recited in claim 10, wherein the encoded package metadata is transmitted by using a one-way broadcasting system or a two-way system 35 through an internet protocol (IP) network.

14. A targeting service providing system for providing contents according to a usage environment to a user terminal, the targeting service providing system comprising:

a package metadata generating unit for generating a package metadata by listing assigned instance metadata identifiers to components having identical contents, identical bit expressions and different locations in a package metadata having corresponding conditions of an intended targeting if there are the components having identical contents, identical bit expressions and different locations existed;

an encoding unit for encoding the generated package metadata; and

a transmitting unit for transmitting the encoded package metadata to the user terminal.

15. A user terminal, comprising:

a receiving unit for receiving a package metadata generated by listing instance metadata identifiers assigned to components in a package metadata having corresponding condition of an intended targeting by using a contents reference identifier (CRID) and an instance metadata identifier as a component identifier for the components having identical contents, identical bit expression and different locations; and

a decoding unit for decoding the received metadata, wherein the user terminal obtains the component by using the component identifier of the decoded metadata and consumes the obtained component.

16. The user terminal as recited in claim 15, wherein the user terminal obtains and consumes voluntary component among the components.